
AWS
re:Invent

CPG201

Driving innovation in consumer packaged goods with Coca-Cola

Thomas Stubbs
VP, Engineering and Innovation
The Coca-Cola Company

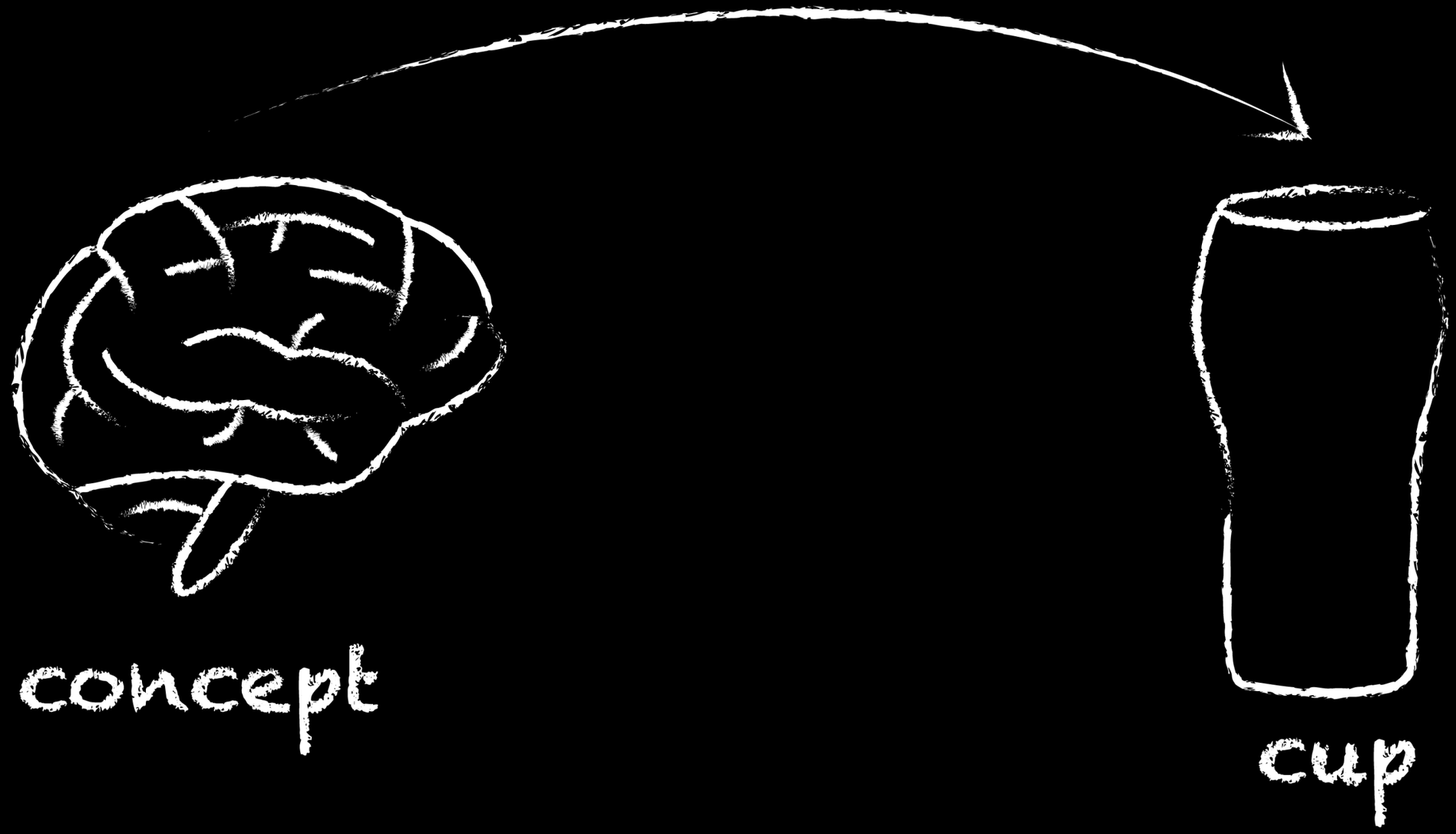
Daisy Teoh
Director of Innovation
The Coca-Cola Company

Brooke Mullen
Associate Solutions Architect
AWS

AWS re:Invent

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The perfect pour




Coca-Cola


freestyle
choose your drink


Seagram's
GINGER ALE
lime
Sprite
grape
Fanta
cherry
Minute Maid
LEMONADE
pink lemonade
POWERADE
strawberry
Minute Maid
sparkling
DRINKS
peach lemonade
Mello Yello
limeade
DASANI
SPARKLING
lemon lime


Fanta
zero
ORIGINAL TASTE
Coca-Cola
Sprite
ZERO SUGAR
Minute Maid
Minute Maid
POWERADE
POWERADE
ZERO
EINE FREE
Diet
Coke
Diet
Coke
Coca-Cola
zero SUGAR
caffeine free

2020


Come in, we're
RE-OPENING
kindly please keep
SOCIAL-DISTANC

The requirements

Fast

Available

Perfect

The requirements

Fast

Available

Perfect



The requirements

Fast

No downloads
No waiting
No SDLC

Available

No mobile app
Not OS-specific
Not limited release

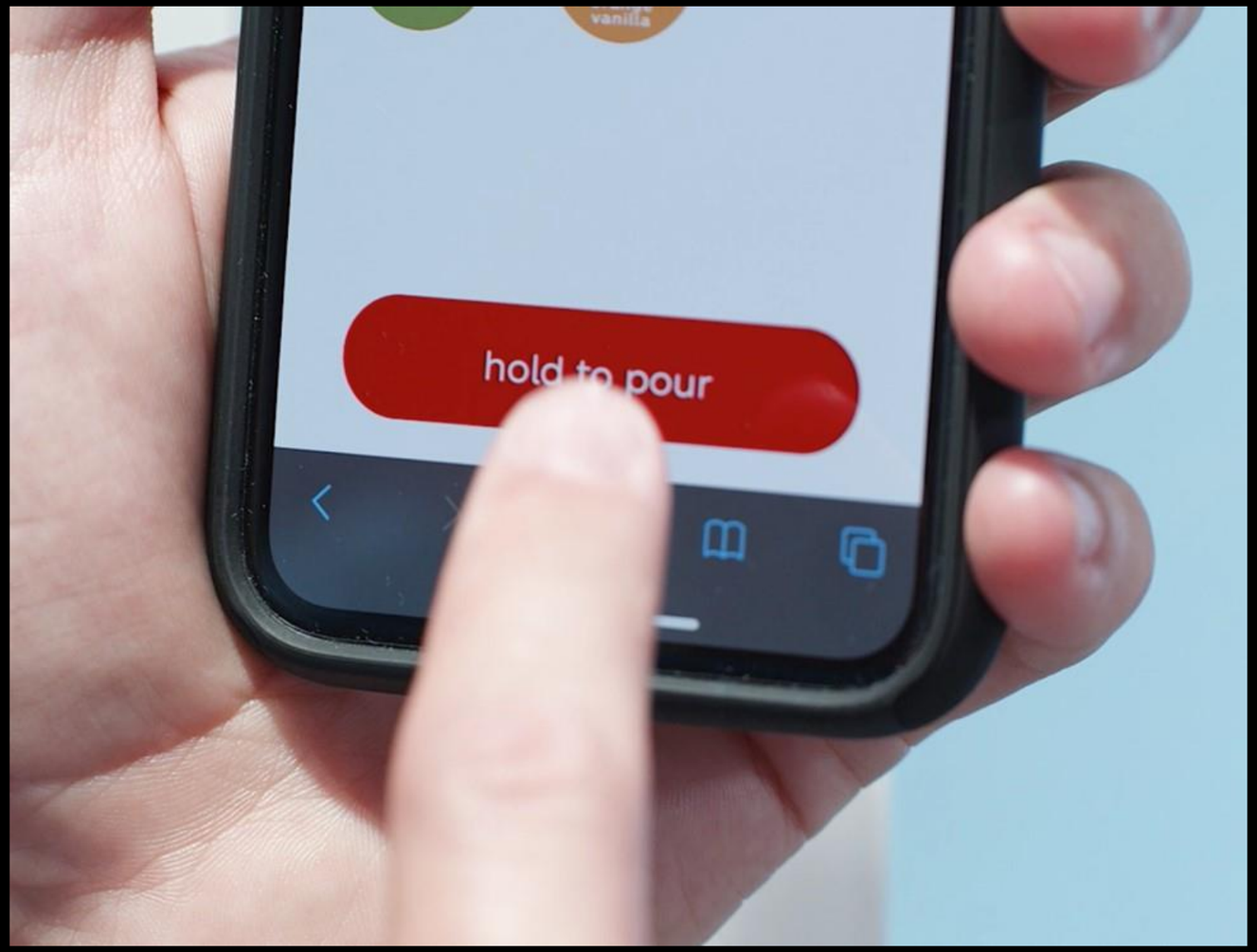
Perfect

No lag
No drink overflow
No new UI




Coca-Cola
freestyle
Minute Maid
LEMONADE
zero SUGAR
Sprite
ZERO SUGAR
Coca-Cola

Anatomy of one second





Anatomy of one second









Anatomy of one second











Anatomy of one second



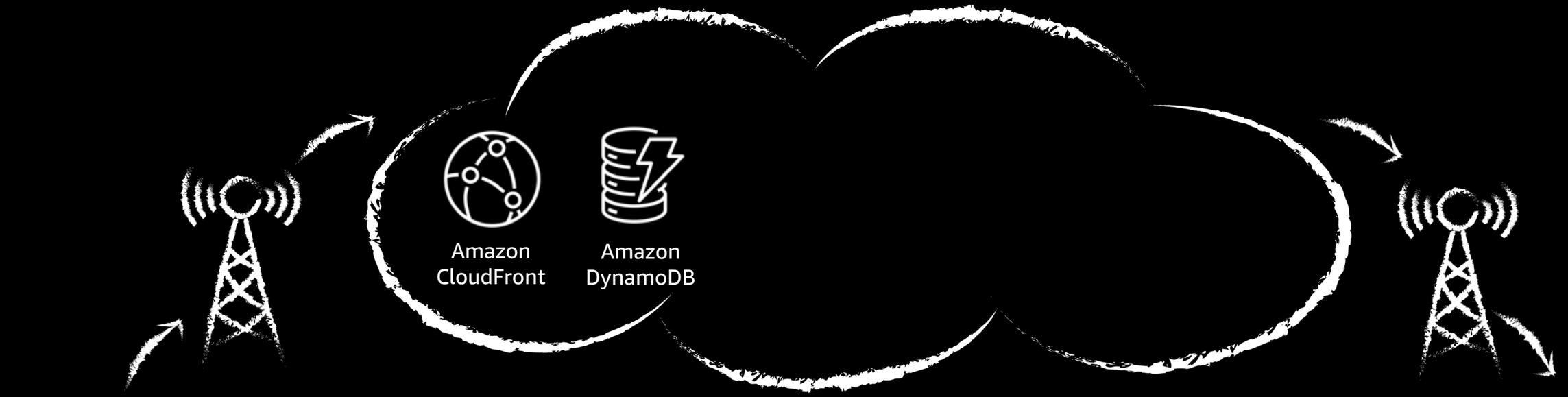








Anatomy of one second



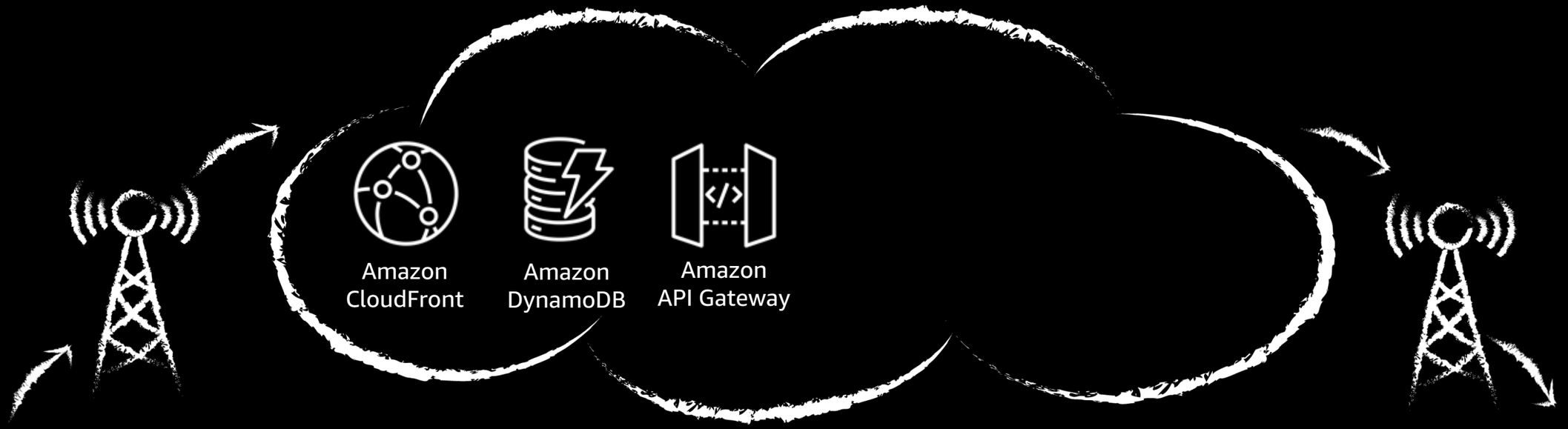








Anatomy of one second



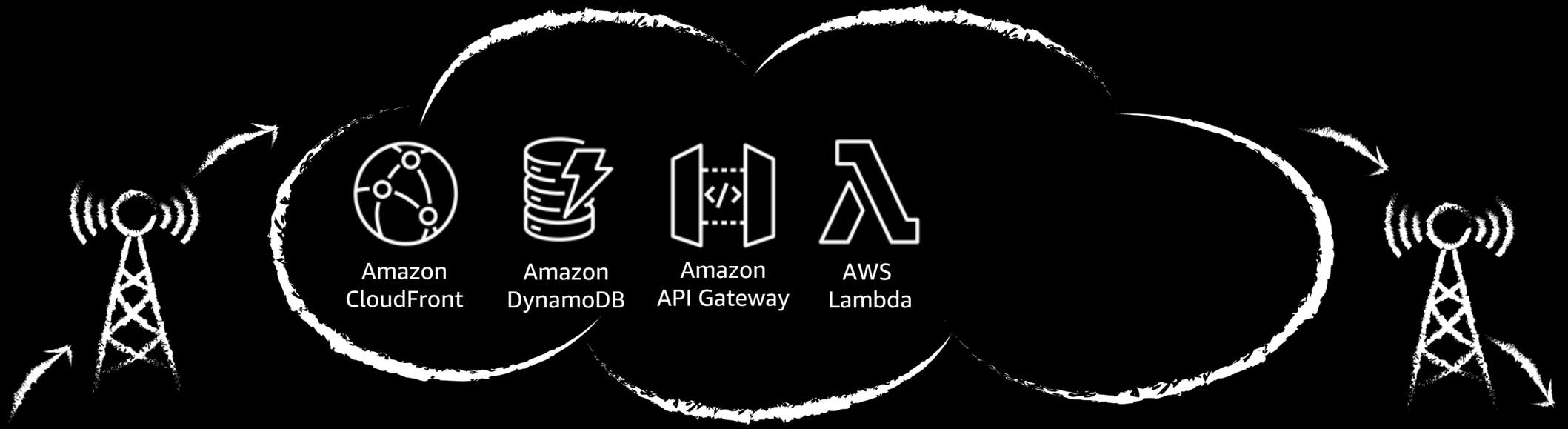








Anatomy of one second



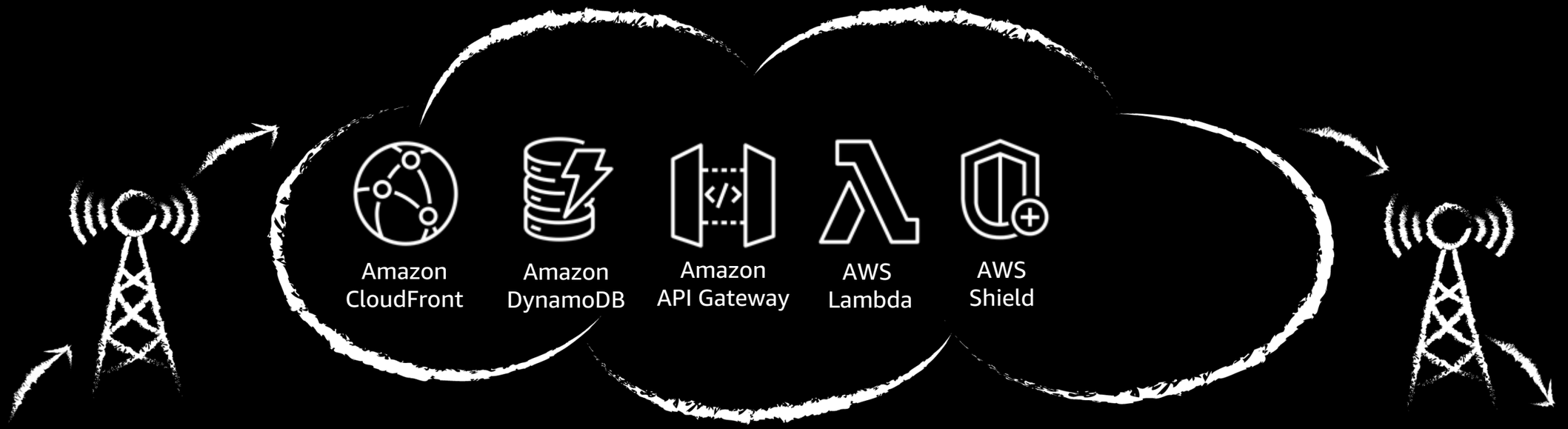








Anatomy of one second



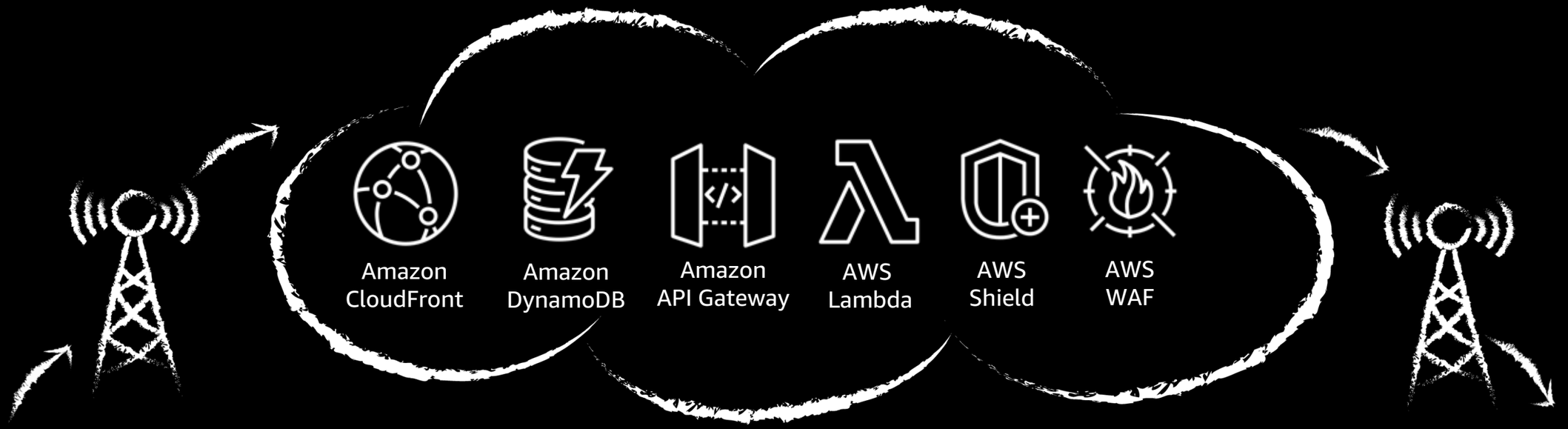








Anatomy of one second



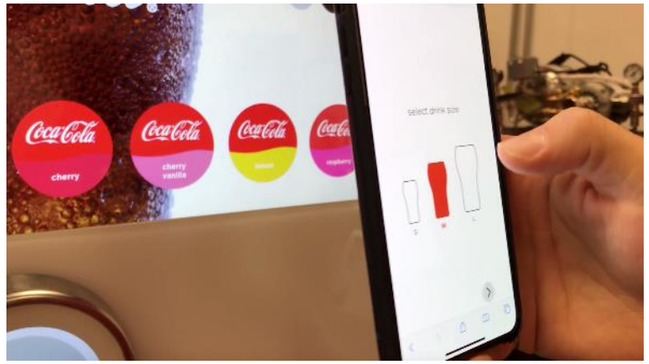








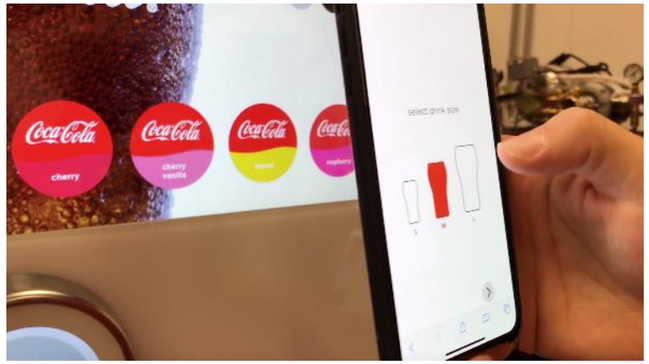
Anatomy of 100 days



Proof of concept created in 1 week

April	May	June	July	August	September	October	November	December

Anatomy of 100 days



Proof of concept created in 1 week

April	May	June	July	August	September	October	November	December

Pilot tested with customers

Wendy's

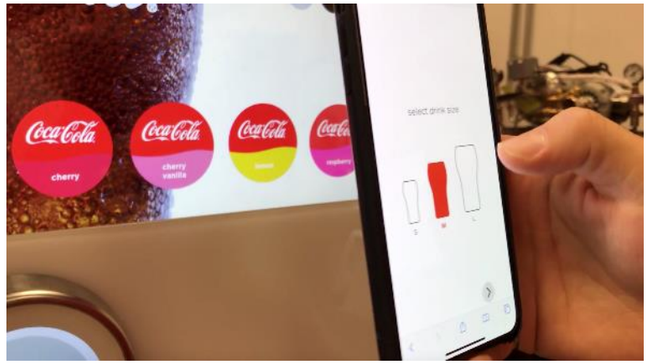
June 1–4

FIREHOUSE SUBS

FIVE GUYS BURGERS and FRIES

June 29–July 1

Anatomy of 100 days



Proof of concept created in 1 week

“This is a game changer for sure.”

”So awesome! Dope!”

“Wow. Amazing. My mind is blown.”

April	May	June	July	August	September	October	November	December

Pilot tested with customers

Wendy's

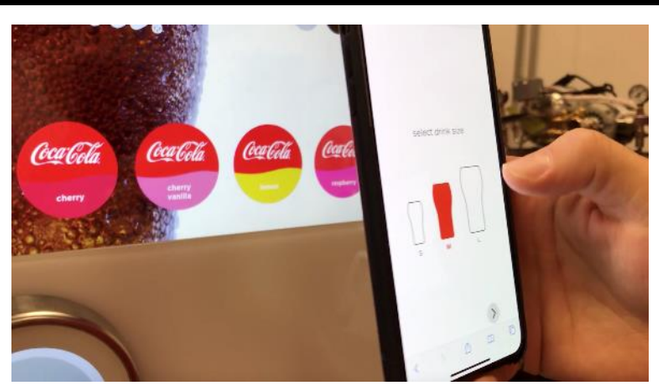
June 1–4

FIREHOUSE SUBS

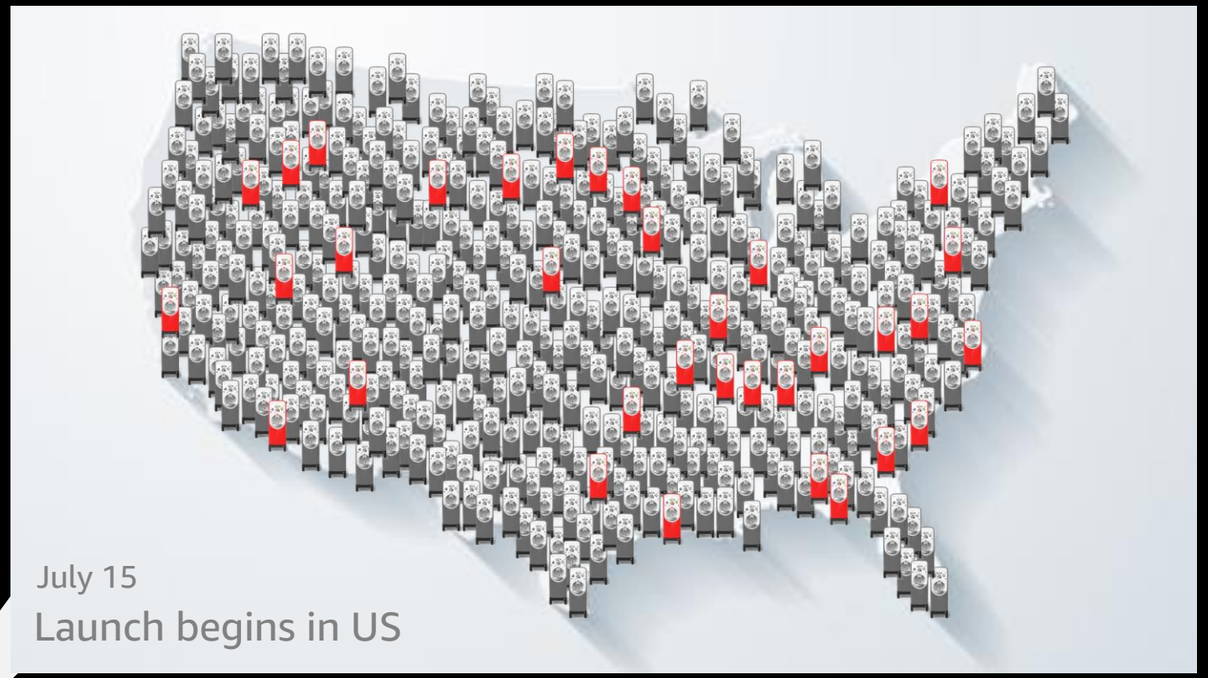
FIVE GUYS BURGERS and FRIES

June 29–July 1

Anatomy of 100 days



Proof of concept created in 1 week



July 15

Launch begins in US

1 0 0 D A Y S

April	May	June	July	August	September	October	November	December

Pilot tested with customers

Wendy's

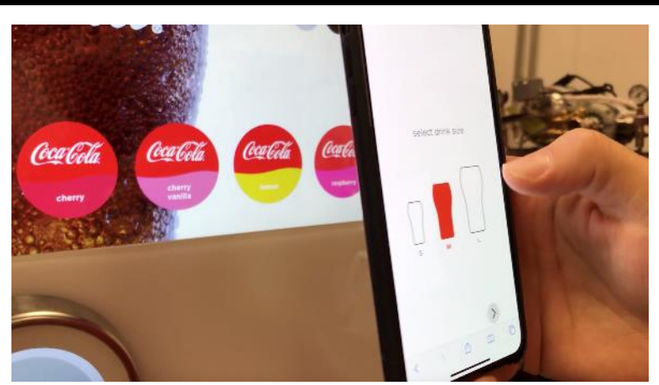
June 1–4

FIREHOUSE SUBS

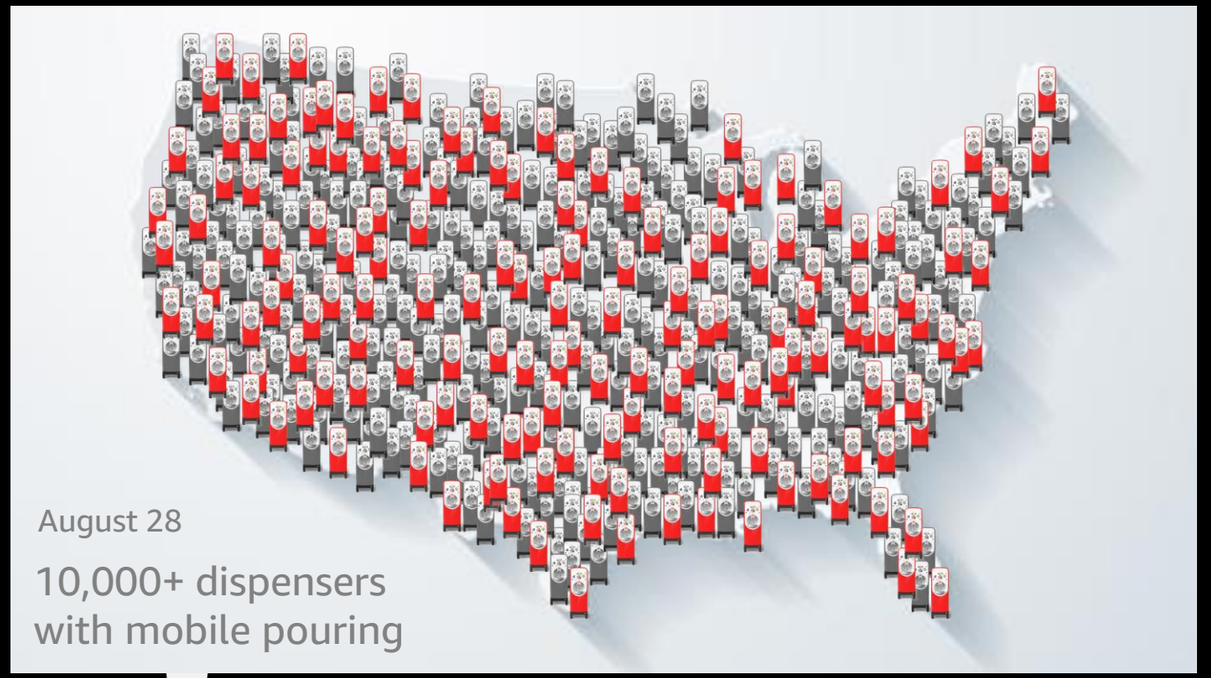
FIVE GUYS BURGERS and FRIES

June 29–July 1

Anatomy of 100 days



Proof of concept created in 1 week



August 28

10,000+ dispensers with mobile pouring

April	May	June	July	August	September	October	November	December

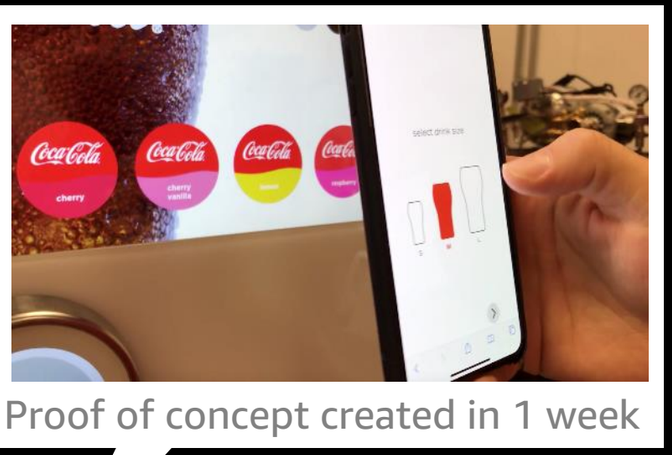
Pilot tested with customers

Wendy's — June 1–4

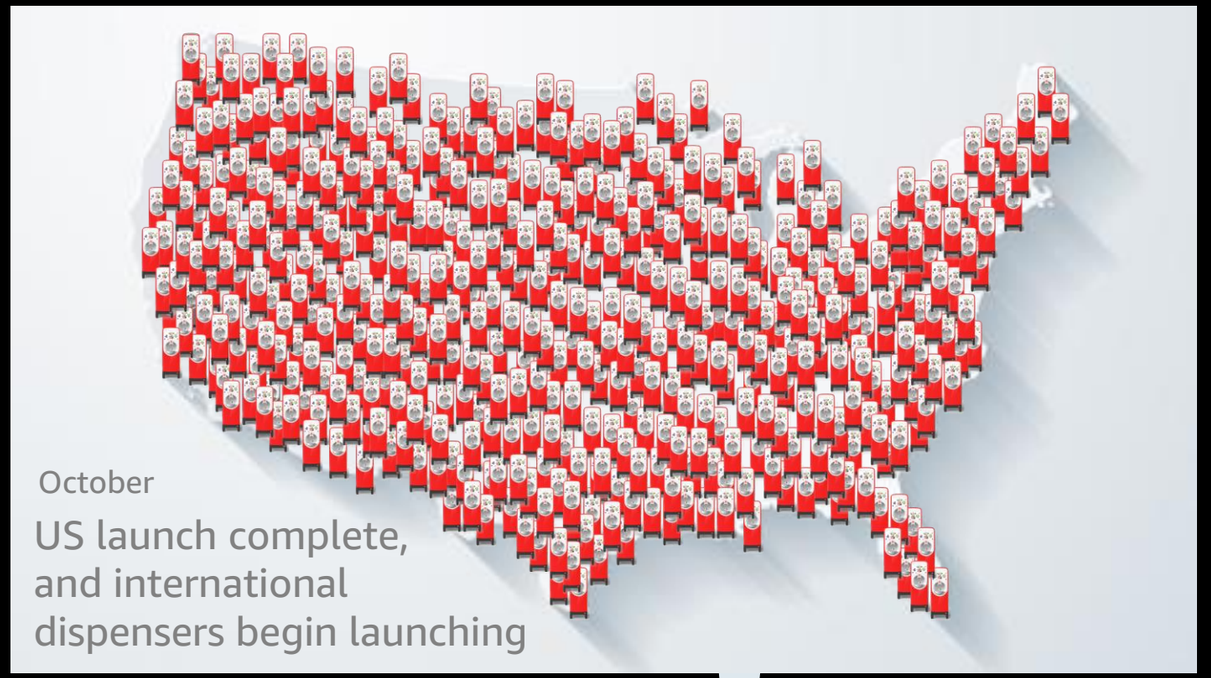
FIREHOUSE SUBS

FIVE GUYS BURGERS and FRIES — June 29–July 1

Anatomy of 100 days



Proof of concept created in 1 week



October

US launch complete, and international dispensers begin launching

April	May	June	July	August	September	October	November	December

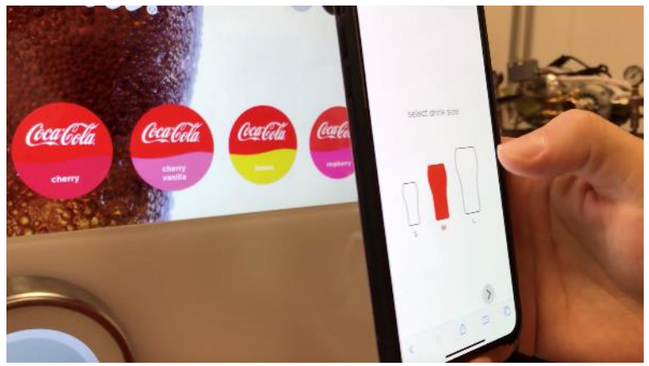
Pilot tested with customers

Wendy's — June 1–4

FIREHOUSE SUBS

FIVE GUYS BURGERS and FRIES — June 29–July 1

Anatomy of 100 days



Proof of concept created in 1 week



Mid-Dec

Europe, Canada complete launch

April	May	June	July	August	September	October	November	December

Pilot tested with customers

Wendy's

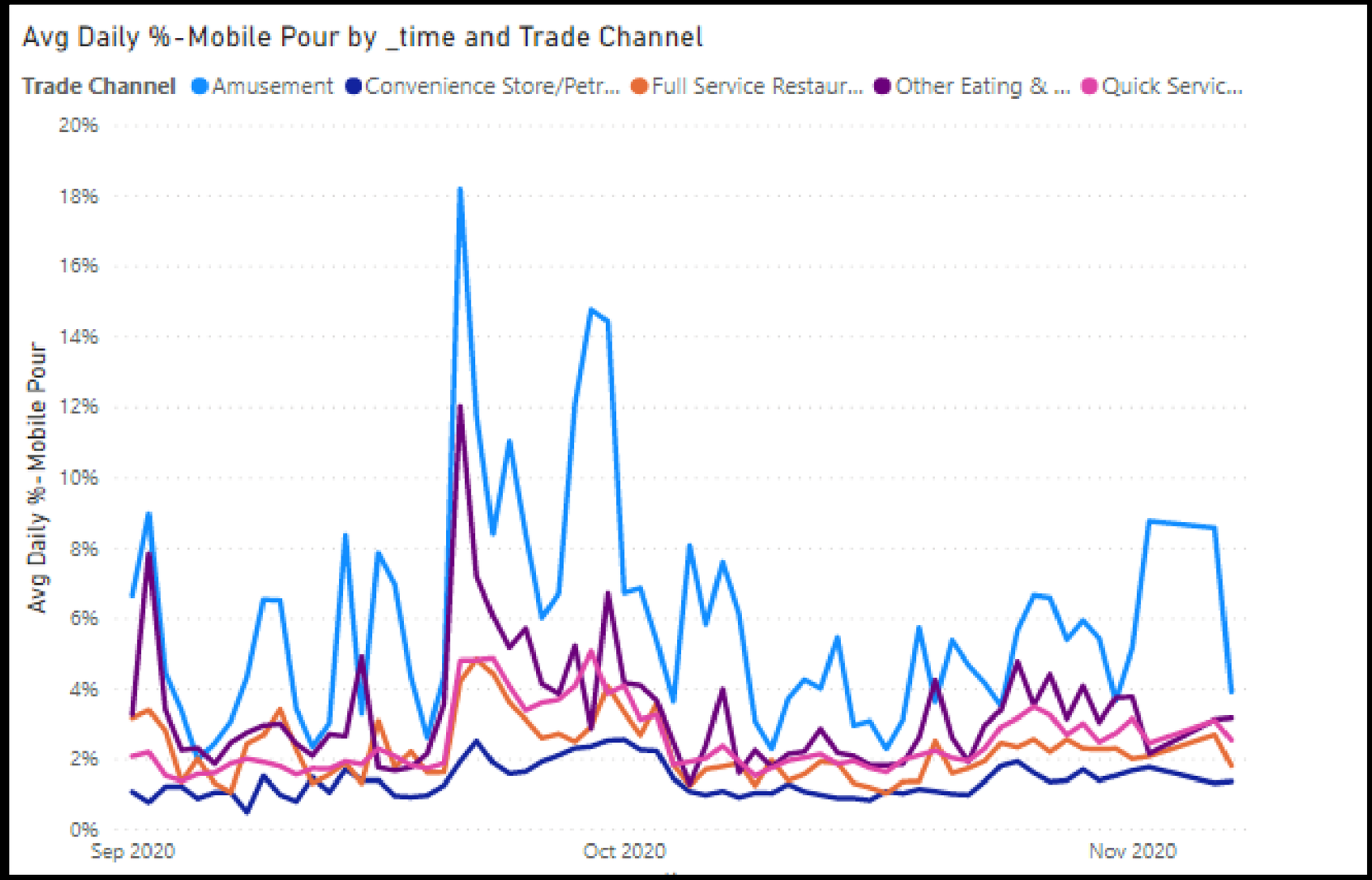
June 1–4

FIREHOUSE SUBS

FIVE GUYS BURGERS and FRIES

June 29–July 1

The data



Source: PowerBI (multiple). All CCFS Locations with Mobile Pour. 9/1/2020 – 11/07/2020. *%-Mobile Pour considers only dispensers that showed at least 1 mobile pour for each day analyzed (to account of connectivity et al). E.g., the result for 9/6/20 includes only dispensers with at least 1 mobile pour on that day. Avg Daily %-Mobile Pour takes the average of daily %-Mobile Pour results across the period examined.*

https://youtu.be/WcRxRgovlSo



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